
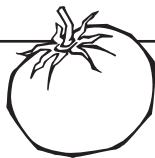


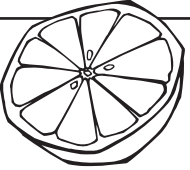




# Appendix

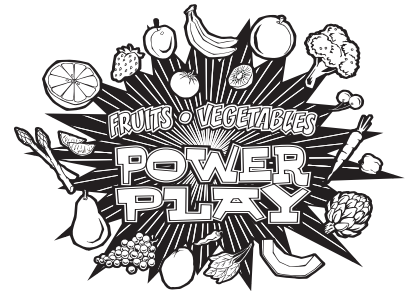


# Why eat a variety of colorful fruits and vegetables every day?

Color is proof that—besides vitamins, minerals, fiber, and flavor—your meals and snacks provide powerful phytonutrients. These colorful, natural plant chemicals seem to help the body fight disease, and some help to slow the signs of aging. A plant's color gives a clue to its health benefits. Check out the chart below.

Color	Some Sources	Benefits
Blue/Purple	Purple grapes, dark raisins, plums, blueberries, purple cabbage, dried plums 	May reduce the risk of cancer, heart disease, and complications from diabetes. May help control high blood pressure and slow some effects of aging.
Red	Tomatoes, tomato products (spaghetti sauce, tomato juice, etc.), watermelon, guavas 	May reduce the risk of certain types of cancer.
	Cherries, strawberries, beets, red apples, red onion 	May reduce the risk of cancer, heart disease, and complications from diabetes. May help control high blood pressure and slow some effects of aging.
Dark Orange	 Mangos, sweet potatoes, cantaloupe, carrots, apricots, butternut squash	May reduce the risk of cancer and heart disease. Helps maintain good vision and strengthens the immune system.
Yellow—Orange	Oranges, grapefruit, papaya, nectarines, pears 	May reduce the risk of cancer and heart disease. May strengthen bones and teeth, help the body heal wounds, keep skin healthy, and maintain eyesight.
Yellow—Green	Spinach, collard greens, kiwifruit, romaine lettuce, green peas 	Helps maintain eyesight and may reduce the risk of vision problems common in later life.
Green	Broccoli, green cabbage, Swiss chard, bok choy 	May reduce the risk of cancer and help the body get rid of cancer-causing chemicals.
White	Onions, garlic, leeks, scallions, chives	May reduce the risk of cancer, heart disease, and infection. May help lower high cholesterol and control high blood pressure.

For more information about nutrition and physical activity, visit us at [www.ca5aday.com](http://www.ca5aday.com) or call 1-888-EAT-FIVE (1-888-328-3483).

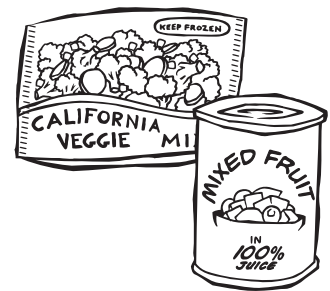


## Dear Parents,

We want to help your child get the power! That's why we are working with the *California Children's 5 a Day—Power Play! Campaign*. This *Campaign* encourages children to eat  $3\frac{1}{2}$  to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day.

Most children don't eat enough fruits and vegetables or get the physical activity they need every day. Eating fruits and vegetables and being active can help your child

- grow and develop;
- have more energy to learn and play;
- have higher self esteem;
- stay at a healthy weight; and
- reduce the risk of serious health problems later in life.



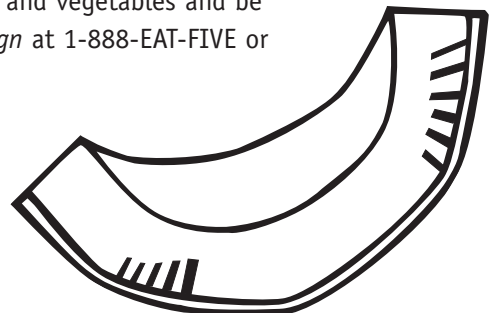
You can help your child eat more fruits and vegetables and be more active. Try these ideas:

- Include fruits and vegetables in the meals and snacks that you prepare.
- Keep fruits and vegetables at home in easy to reach places.
- Ask your child to help you prepare the fruits and vegetables you'll be eating.
- Have your child eat school meals. Find out if your child qualifies for free or reduced-price meals by contacting the school.
- Learn more about the Food Stamp Program by calling 1-800-952-5253. This program can help you buy healthy foods like fruits and vegetables.
- Be active with your child every day. Walks are a great way to be active together.
- Limit the amount of time your child spends watching television and playing video games.
- Help your child find physical activities that he/she enjoys.
- Ask your child to tell you about the *5 a Day—Power Play!* activities that he/she is doing.
- Be a good role model. Let your child see you enjoying fruits and vegetables and physical activity.
- With your child, go to the [www.mypyramid.gov](http://www.mypyramid.gov) Web site to learn more about eating a healthy diet and being physically active.

Would you like more information about how to eat more fruits and vegetables and be physically active every day? Call the *California 5 a Day Campaign* at 1-888-EAT-FIVE or visit the Web site at [www.ca5aday.com](http://www.ca5aday.com).

***Thank you for helping your child get the power!***

Sincerely,



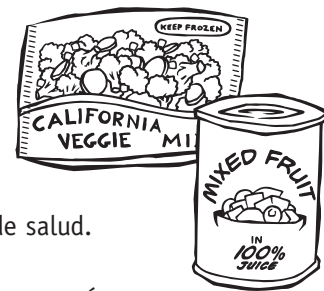


## Estimados Padres de Familia,

¡Nosotros queremos ayudar a que su hijo(a) tenga el poder! Es por eso que estamos trabajando con *La Campaña para Niños 5 al Día de California*. Esta *Campaña* estimula a los niños a que coman de 3½ a 5 tazas de frutas y vegetales y que hagan por lo menos 60 minutos de actividad física al día.

La mayor parte de los niños no comen suficientes frutas y vegetales ni hacen la cantidad de ejercicio diario que necesitan. Comer frutas y vegetales y mantenerse activo puede ayudar a su hijo(a) a:

- crecer y desarrollarse;
- tener más energía para aprender y jugar;
- tener mejor autoestima;
- mantener un peso saludable, y
- reducir el riesgo de tener, en el transcurso de su vida, problemas serios de salud.



Usted puede ayudar a su hijo(a) a comer más frutas y vegetales y a mantenerse más activos. Aquí tiene algunas ideas:

- Incluya frutas y vegetales en las comidas y en los bocadillos que les prepare.
- Tenga las frutas y los vegetales en lugares fáciles de alcanzar.
- Pida a su hijo(a) que le ayude a preparar los alimentos de frutas y vegetales que van a comer.
- Haga que su hijo(a) coma las comidas de la escuela. Llame por teléfono a la escuela para ver si su hijo(a) califica para obtener alimentos gratuitos o a bajo costo.
- Obtenga informes sobre el programa de Estampillas para Comida llamando al 1-800-952-5253. Este programa le puede ayudar a comprar alimentos saludables como frutas y vegetales.
- Haga, junto con su hijo(a) actividad física diaria. Caminar es una excelente forma de hacer ejercicio juntos.
- Disminuya el tiempo que su hijo(a) pasa viendo la televisión o jugando juegos de video.
- Ayude a su hijo(a) a encontrar las actividades físicas que más les gusten.
- Pregunte a su hijo(a) cuales son las actividades físicas de *La Campaña para Niños 5 al Día de California* que esta haciendo.
- Enseñe con el ejemplo. Hágale saber a su hijo(a) que usted le gusta comer frutas y vegetales y que disfruta haciendo actividades físicas.
- Revise con su hijo el sitio de Internet [www.mypyramid.gov](http://www.mypyramid.gov) para aprender más sobre como llevar una dieta saludable y mantenerse activo.

¿Le gustaría obtener más información sobre como comer más frutas y vegetales y mantenerse físicamente activo diariamente? Llame a *La Campaña 5 al Día de California* al 1-888-328-3483.

***¡Gracias por ayudarlo a su hijo(a) a tener el poder!***

Atentamente,



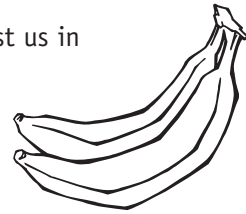


Dear \_\_\_\_\_,

Our organization is partnering with the *California Children's 5 a Day—Power Play! Campaign* to teach children about the importance of eating 3½ to 5 cups of fruits and vegetables and getting at least 60 minutes of physical activity every day.

We would greatly appreciate it if you could donate some resources to assist us in educating our children about these important health behaviors.

We are especially interested in the following:



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You can reach me at:

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

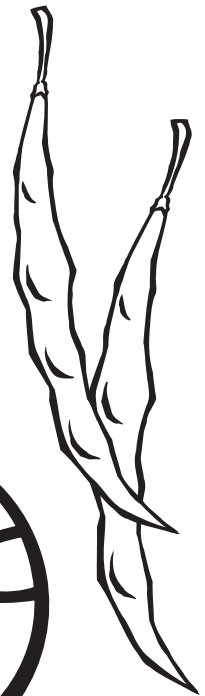
Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

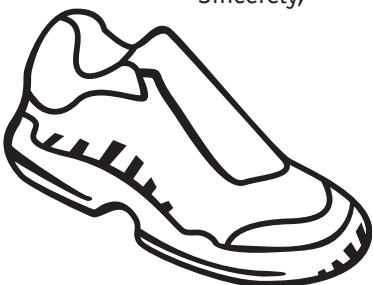
Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_



***Thank you for your help in keeping our children healthy.***

Sincerely,



# Field Trip and Guest Speaker Ideas

**Field trips are a great way to extend learning.**

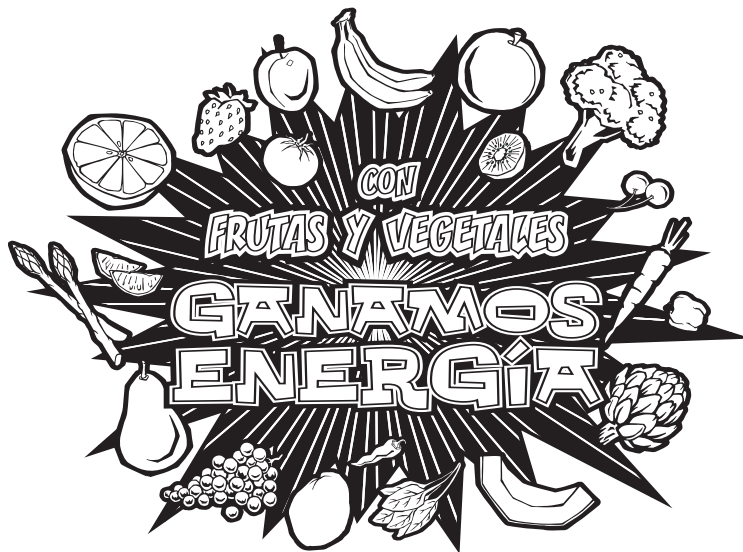
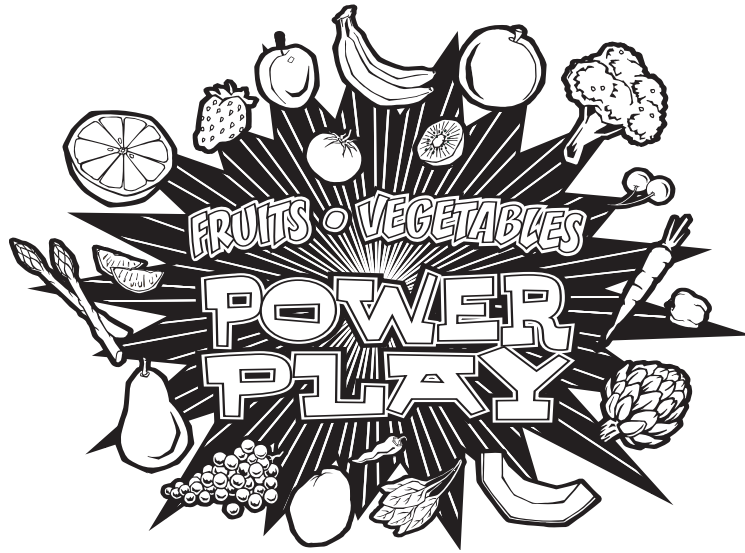
**Ideas for field trips include:**

- Visit a local farm to learn about how fruits and vegetables are grown.
- Visit a local school or community garden.
- Tour a restaurant or school food service kitchen. The chef, manager, or food service director should be able to speak to the children about nutrition.
- Contact a local supermarket or farmers' market to request a tour.
- Visit a local food production company, such as a fruit or vegetable cannery or packer.
- Visit a nearby culinary institute.
- Take a walking trip to a nearby convenience store or restaurant to investigate their fruit and vegetable selections.
- Visit a nearby state park and go on a hike with an experienced park guide.
- Tour a local fitness club. The club's manager should be able to speak to the children about fitness and safety.

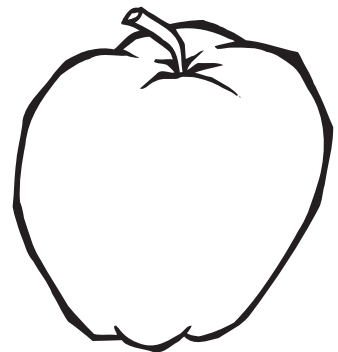
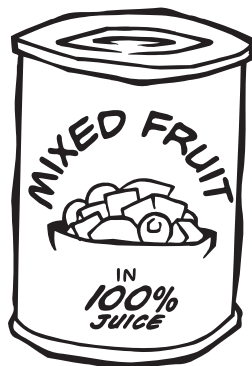
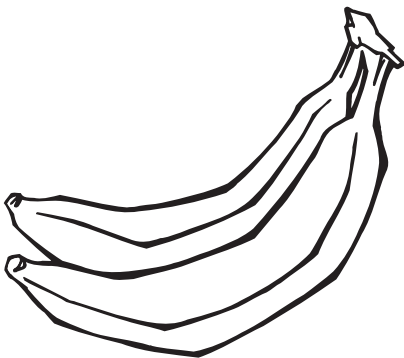
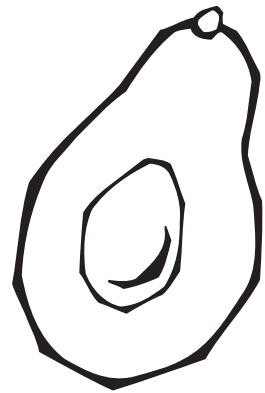
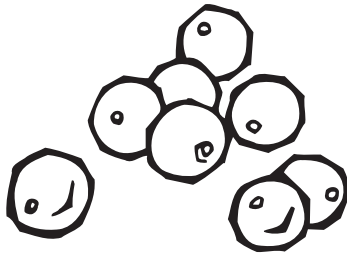
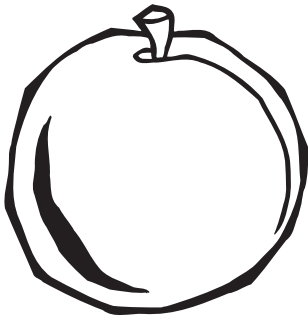
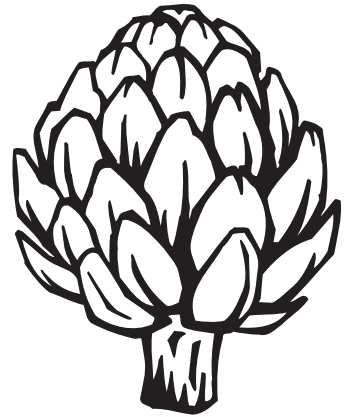
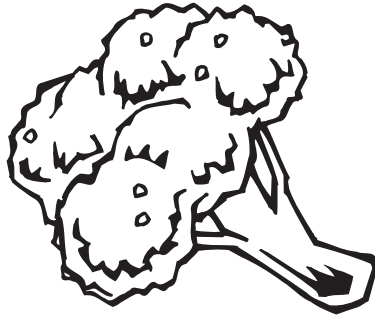
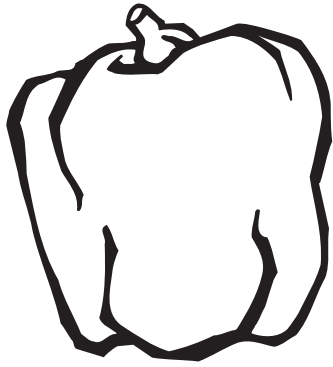
**If field trips are not possible, consider holding an on-site "field trip" by inviting a guest to speak to your class. Parents may also be able to participate or may have connections with possible speakers.**

**Consider contacting:**

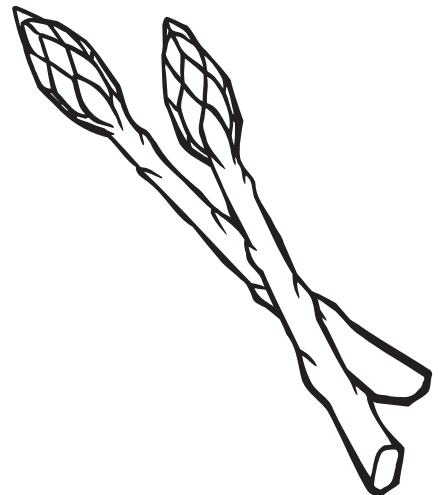
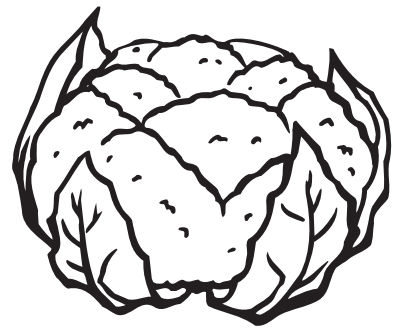
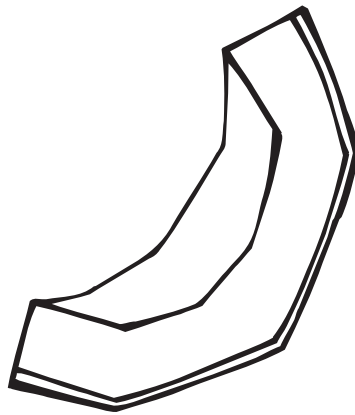
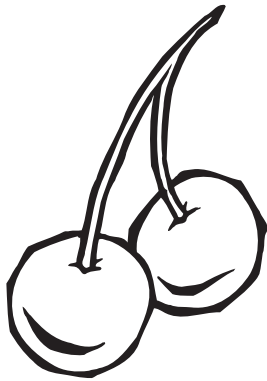
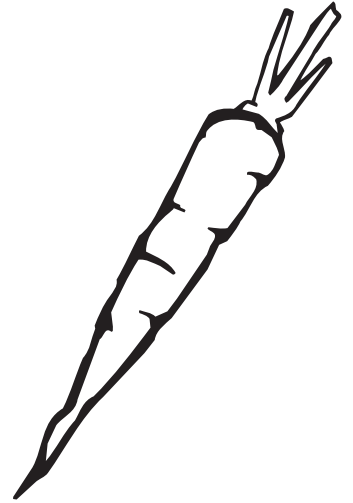
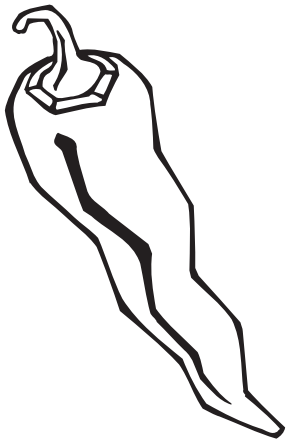
- School food/nutrition service director
- Local chef or restaurant manager
- Farmers' market manager
- Produce manager of a grocery store
- Farmer
- Local gardeners or gardening societies
- Agricultural organizations, such as farm cooperatives and commodity associations
- Agriculture & Natural Resources departments at local colleges and universities
- Local 4-H Clubs
- Local University of California Cooperative Extension office
- American Dietetic Association (visit [www.eatright.org](http://www.eatright.org))
- A local high school where students are studying nutrition or culinary arts

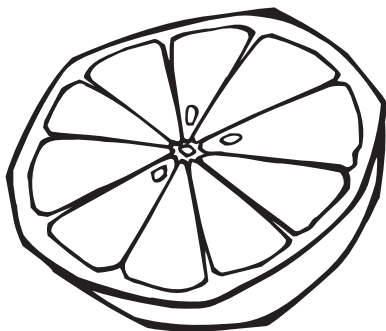
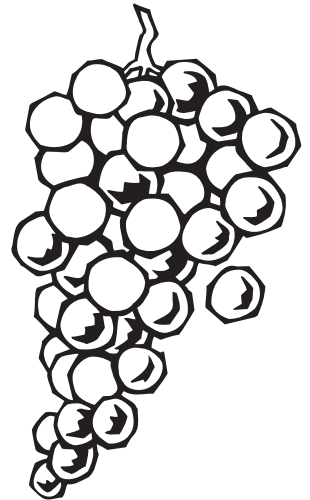
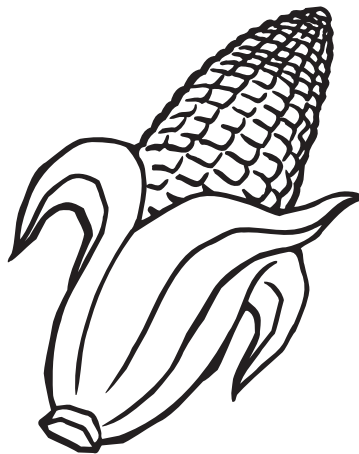
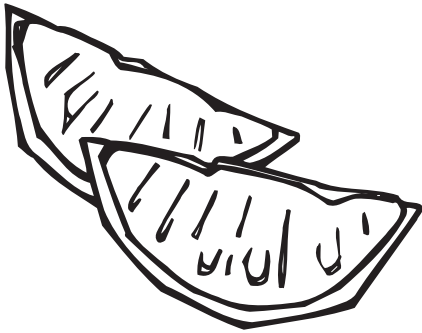
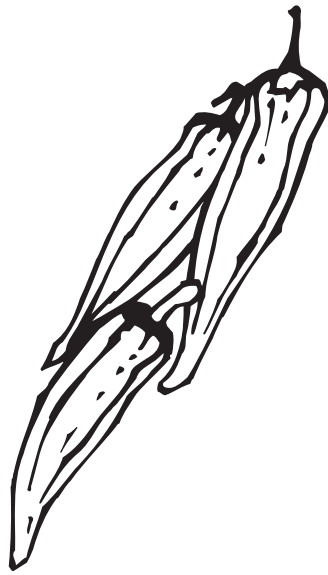
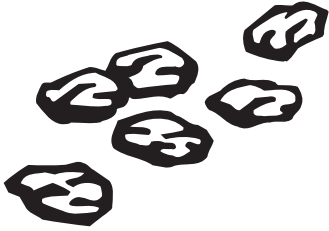


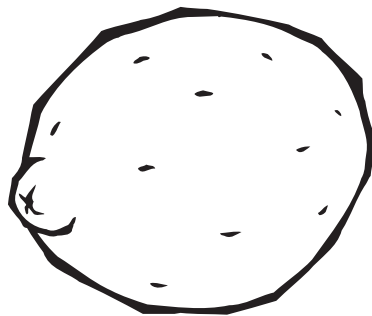
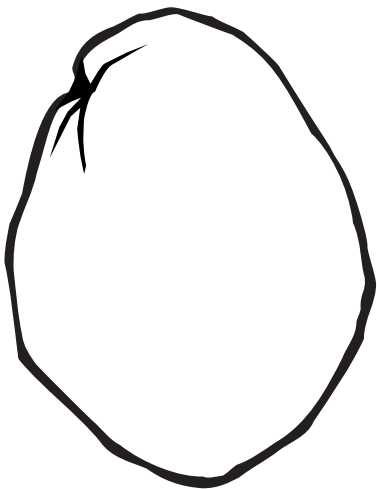
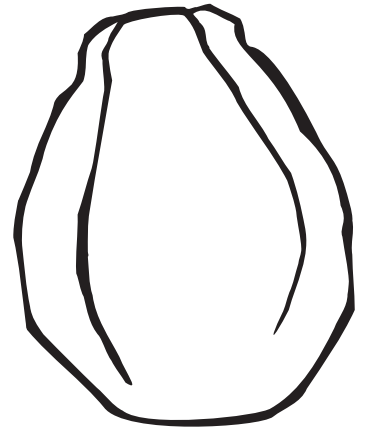
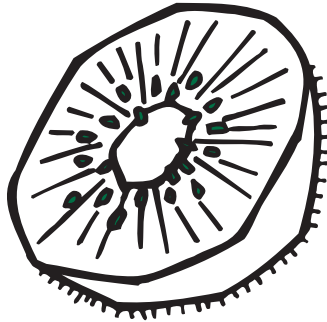
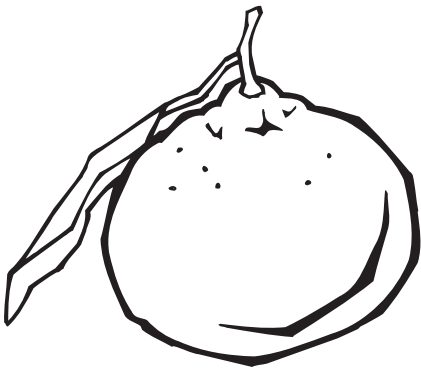
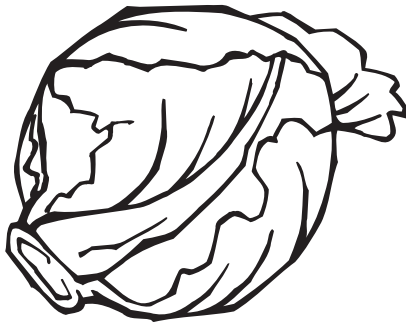
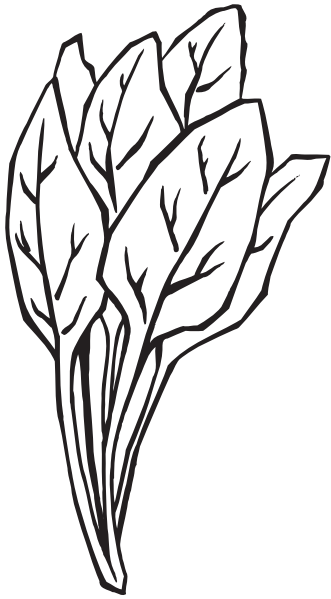


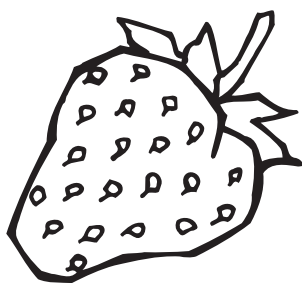
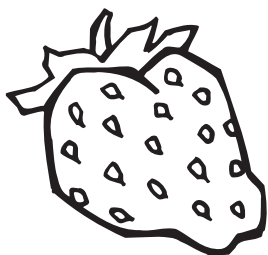
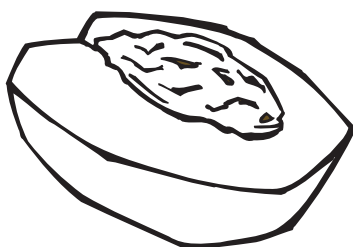
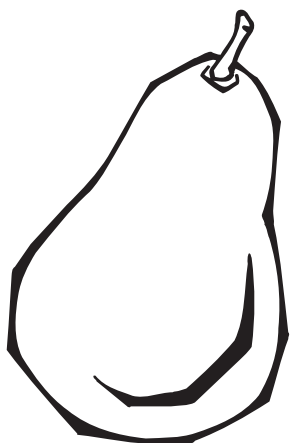
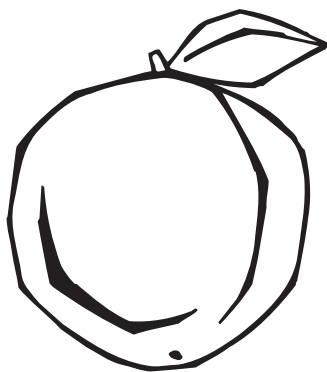
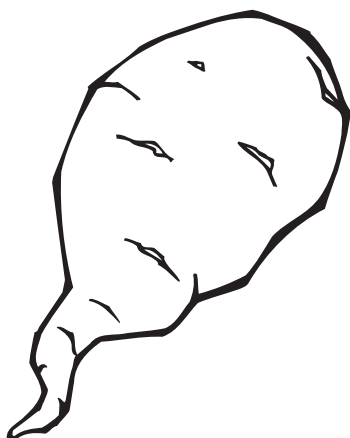


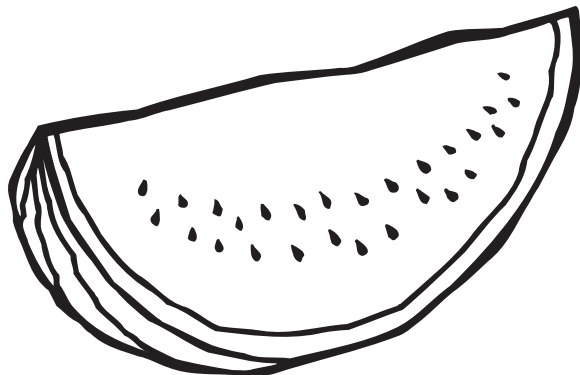
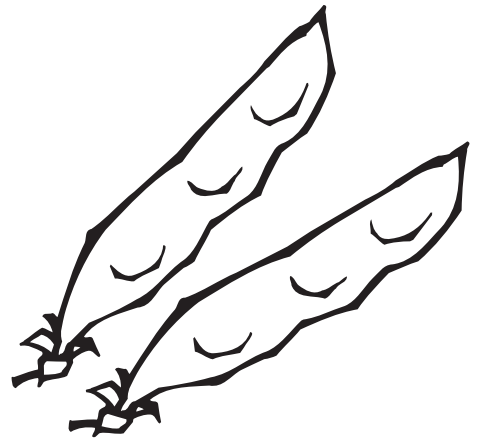
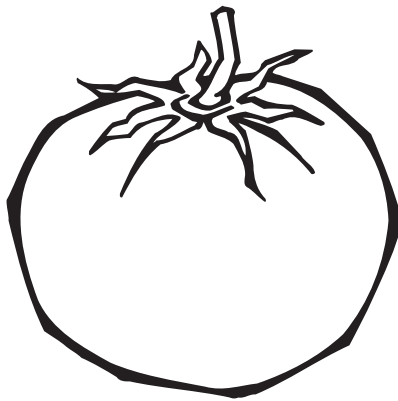
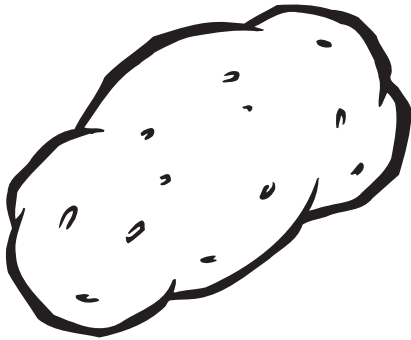
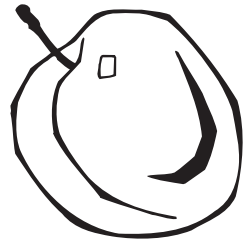
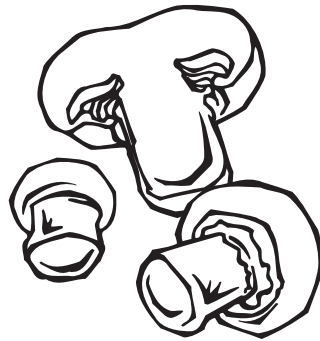
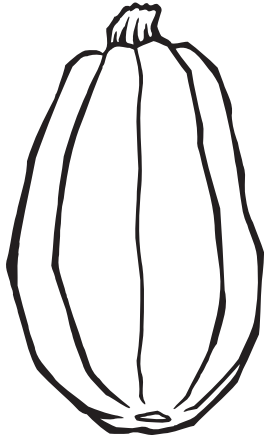


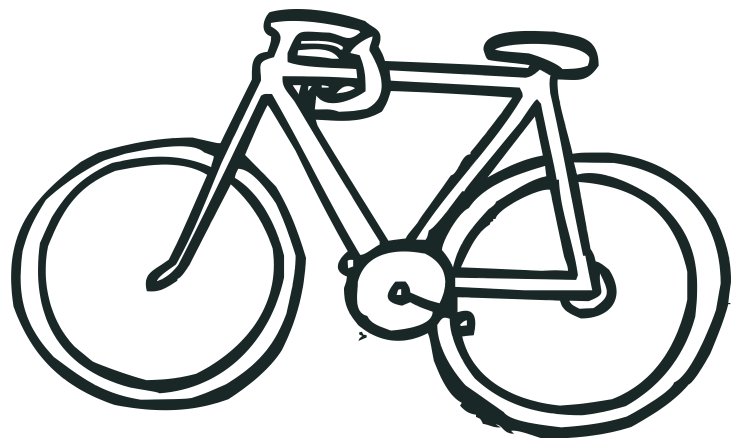
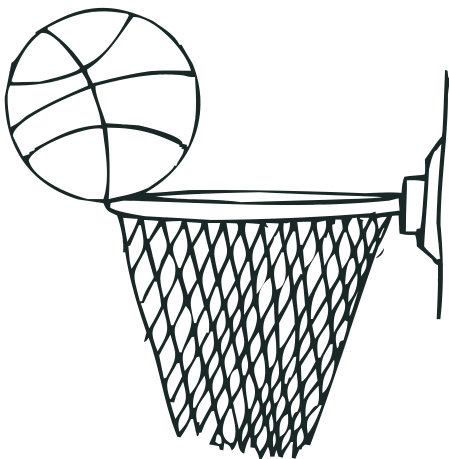
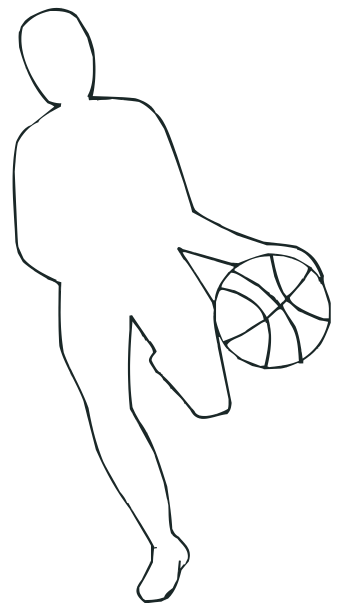
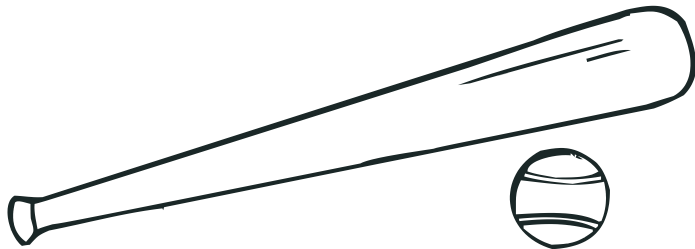
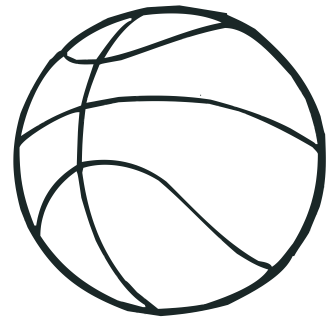
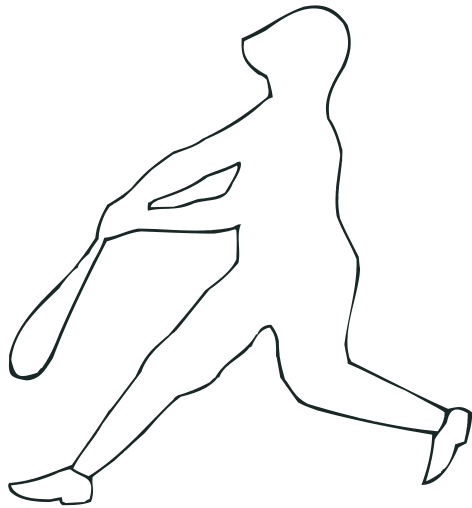


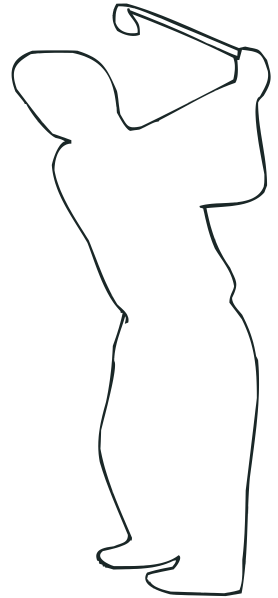
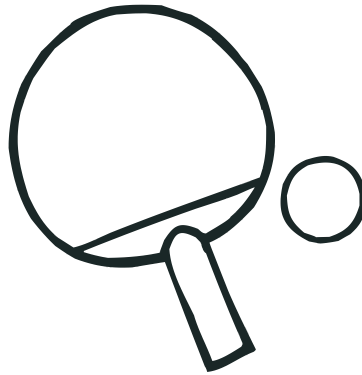
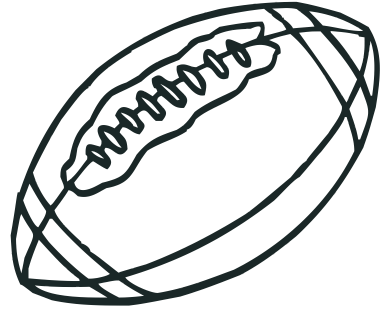
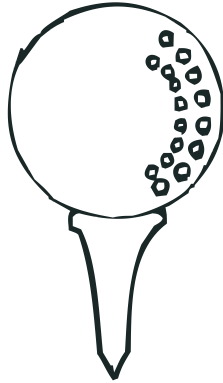
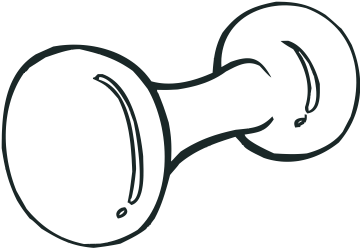




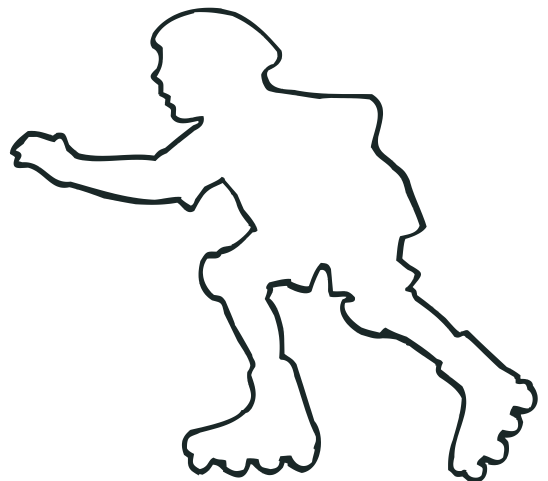
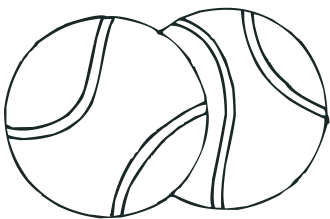
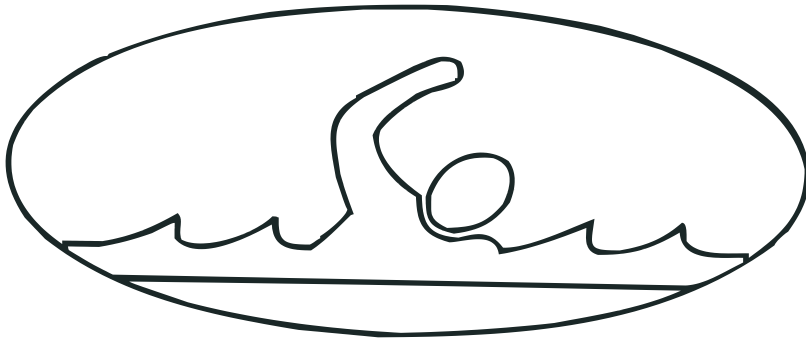


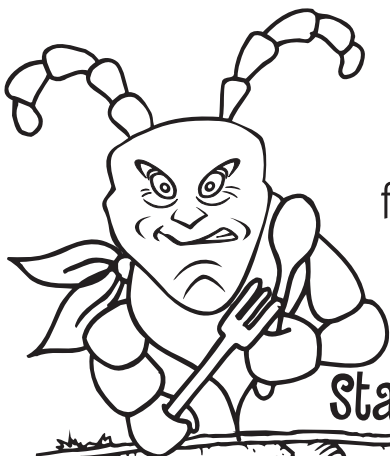










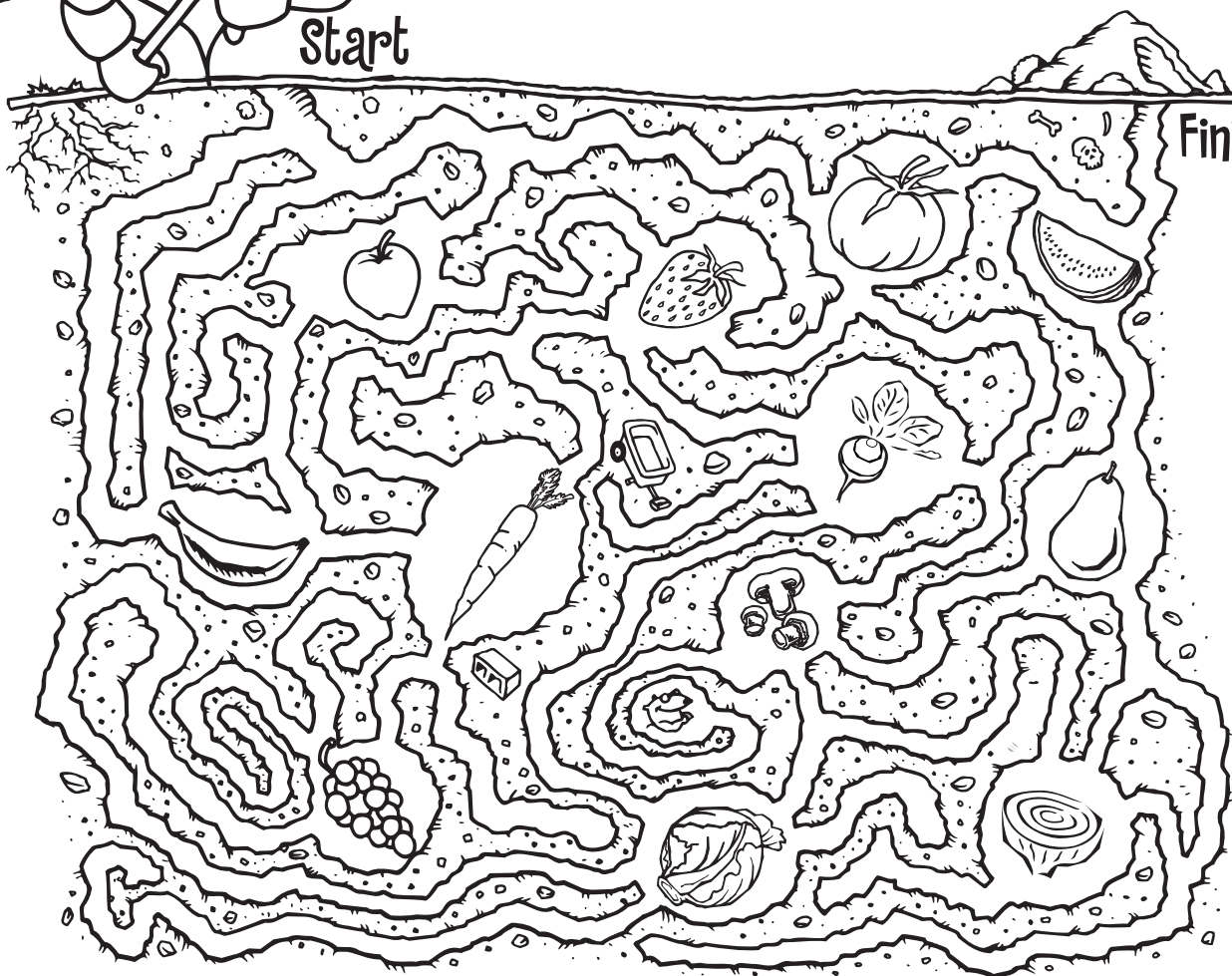


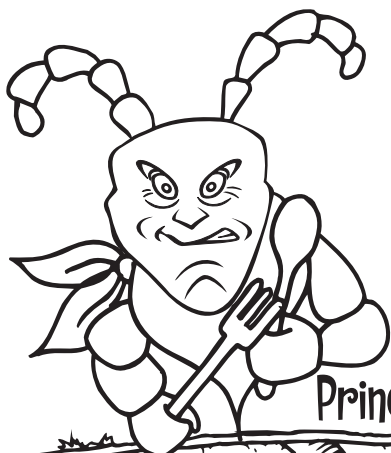
# ANT EATERS

The ants have stolen fruits and veggies from the picnickers! Can you go through and collect it all before they starve? The trick is to collect them in alphabetical order!

Start

Finish





# HORMIGAS TRAVIESAS

¡Las hormigas robaron las frutas y los vegetales de una familia que salió al parque! ¿Puedes entrar al hormiguero y juntarlos antes de que la familia se muera de hambre? El truco es

Principio


juntarlas en orden alfabético.

Fin



# ENERGY CODE-BREAKER

N	H 2	S 1	I 15
A	Z 9	O	U 4
F 11	P 5	J 6	E
G	R	B 13	D 3



ON

OFF

^

v


*In less than 5 minutes this germ will destroy the world unless you stop him. Usually you have no problem saving the world, but today you feel like you're coming down with a cold. What do you do? Use your "Energy Code-Breaker."*

The numbers in all the rows, columns, and diagonals have to add up to 30. Can you put in the missing numbers? Once you've done that correctly, use the letters above each number to fill in the blanks below to reveal which fruit will help prevent the cold and give you the energy to save the world!

10	14	7	12	0	8	

# LA CLAVE DE ENERGÍA

S	H <sup>2</sup>	N <sup>1</sup>	I <sup>15</sup>
E	Z <sup>9</sup>	F	U <sup>4</sup>
O <sup>11</sup>	P <sup>5</sup>	J <sup>6</sup>	S
A	R	B <sup>13</sup>	D <sup>3</sup>



ON  
OFF  
^  
v

*En menos de 5 minutos este germen puede destruir el mundo a menos que lo detengas. Normalmente no tienes problemas para salvar al mundo pero hoy sientes que estás decayendo debido a un resfriado. ¿Qué puedes hacer? ¡Reanimate con la clave de energía!*

Los números de las filas, columnas y diagonales tienen que sumar 30. ¿Puedes poner los números que hacen falta? Una vez que lo hayas hecho correctamente, usa las letras arriba de cada número para llenar los espacios en blanco a continuación para mostrar cuál fruta te ayudará a prevenir el resfriado y darte la energía que necesitas, ¡para salvar al mundo!

10	14	7	12	0	8
----	----	---	----	---	---

# FRUIT & VEGGIE ICONS

Below is a coded language. Use the code to spell out the fruit and vegetable names. Then match the fruits and vegetables with the clues at the bottom!

A	B	C
D	E	F
G	H	I

J
K • M
L

N	O	P
Q	R	S
T	U	V

W
X • Z
Y

*Here is a sample to get you started.*




  
 K I W I

A. 






B. 






C. 





D. 







E. 





F. 





## Clues

sample This fruit is green, has black seeds and needs to shave.

- \_\_\_\_\_ This fruit is red, purple or green, with or without seeds.
- \_\_\_\_\_ This vegetable is orange and grows underground.
- \_\_\_\_\_ Over 7,000 varieties of this fruit are grown around the world.
- \_\_\_\_\_ This red vegetable isn't a vegetable, it's a fruit.
- \_\_\_\_\_ This vegetable isn't a vegetable either, it's a fungus.
- \_\_\_\_\_ This vegetable used to be called an earth pear.

# ADIVINANZAS DE FRUTAS Y VEGETALES

Abajo hay letras que están en código. Use las letras en código para deletrear los nombres de las frutas y vegetales. Luego haga juego con las frutas y vegetales con pistas más abajo.

A	B	C
CH	D	E
F	G	H

I		
J		L
K		

LL	M	N
Ñ	O	P
Q	R	RR

S		
T		U
U		

W	X
Y	Z

Aquí esta una muestra para comenzar.

^	v	Δ	v
K	I	W	I

A. > □ □ ∙ > □

\_\_\_\_\_

B. < ∙ □ ∙ □ ∙

\_\_\_\_\_

C. ^ < ∙ v

\_\_\_\_\_

D. ∙ □ v □

\_\_\_\_\_

E. □ ∙ L ∇ ∙ L ∙

\_\_\_\_\_

F. ∇ ∙ L ∙ ∙ □ □ v ∙

\_\_\_\_\_

## Pistas

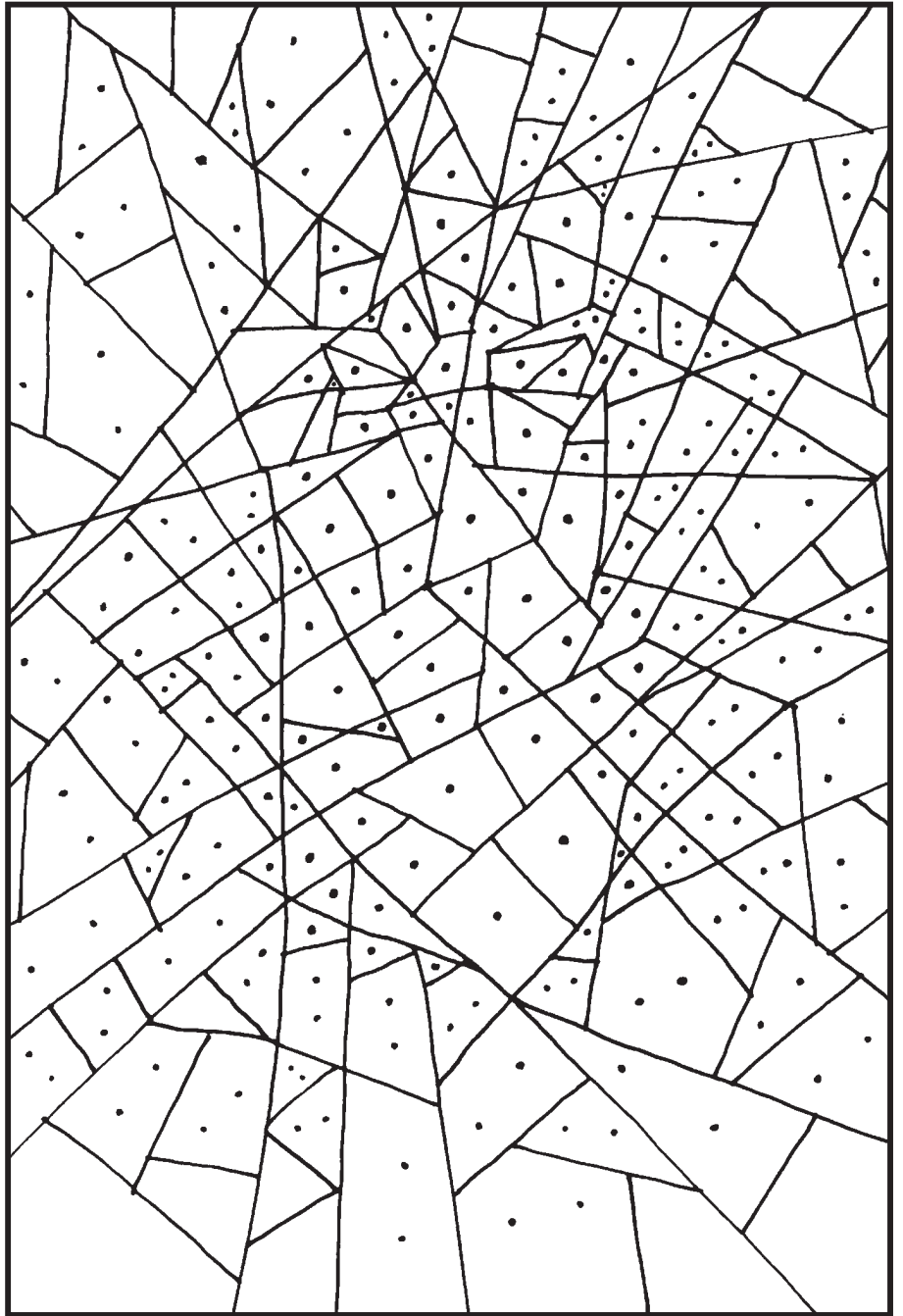
**Muestra** Es verde por dentro y tiene semillas negras.

- \_\_\_\_\_ Esta fruta es roja, morada o verde, con o sin semillas.
- \_\_\_\_\_ Este vegetal es de color anaranjado y crece en la tierra.
- \_\_\_\_\_ Más de 7,000 variedades de esta fruta se producen en todo el mundo.
- \_\_\_\_\_ Parece vegetal de color rojo, pero no es vegetal, es fruta.
- \_\_\_\_\_ California produce más de éstos que cualquier otro estado.
- \_\_\_\_\_ Este vegetal se deletrea igual que a tu papá y el papa.



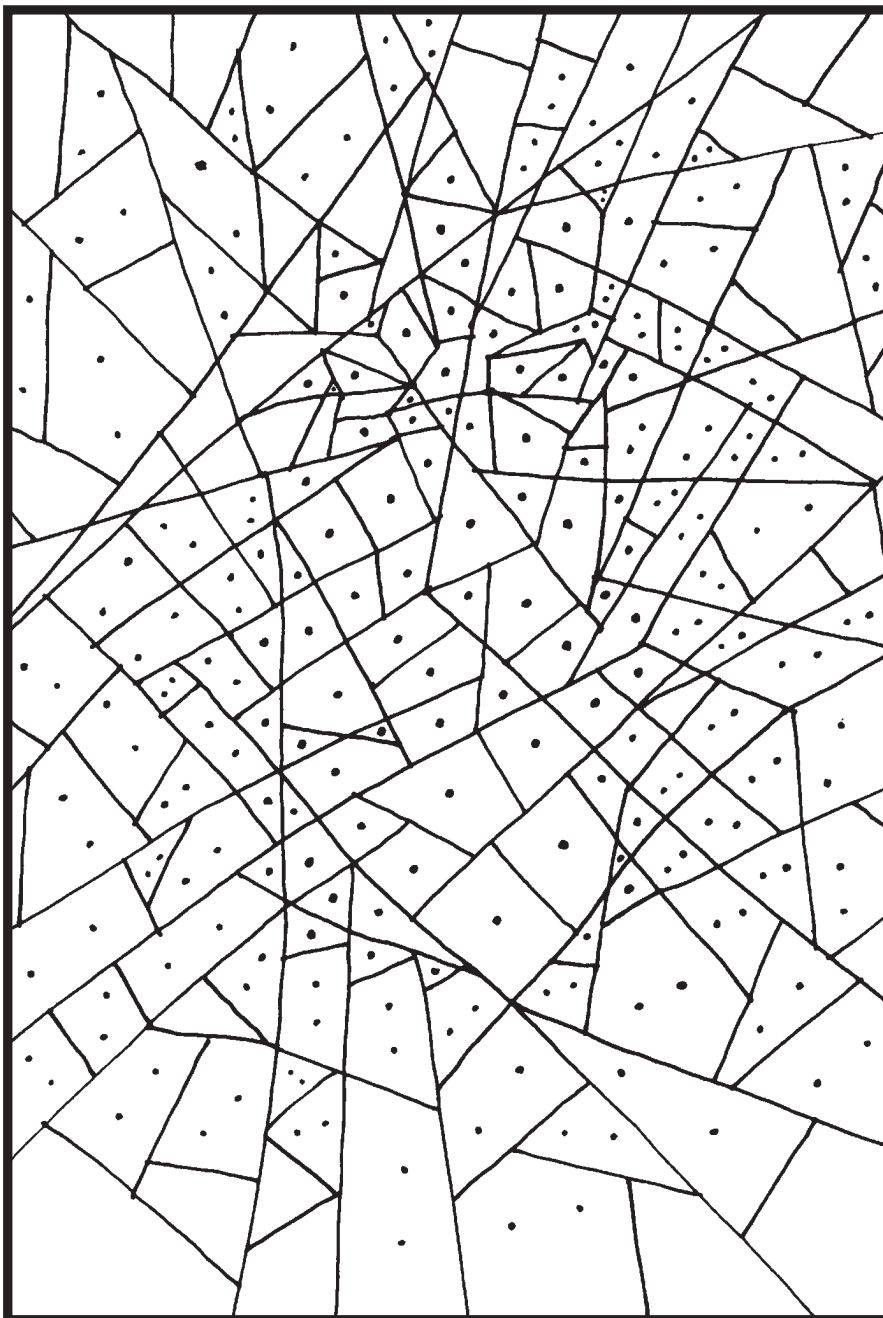
# LOTS O' DOTS!

Fill in all the  
shapes with  
only one dot  
in them to  
discover what  
popular fruit  
grows in  
Hawaii.



# ¡MONTONES DE PUNTOS!

Encuentra todas  
las formas con  
un solo punto  
para descubrir  
qué fruta muy  
popular crece  
en Hawai.



# PICTURE THIS!

Which two pictures are exactly the same?



**A**



**B**



**C**



**D**



**E**



**F**



**G**



**H**



**I**

# ¡FÍJATE!

*¿Cuáles dos figuras son iguales?*



**A**



**B**



**C**



**D**



**E**



**F**



**G**



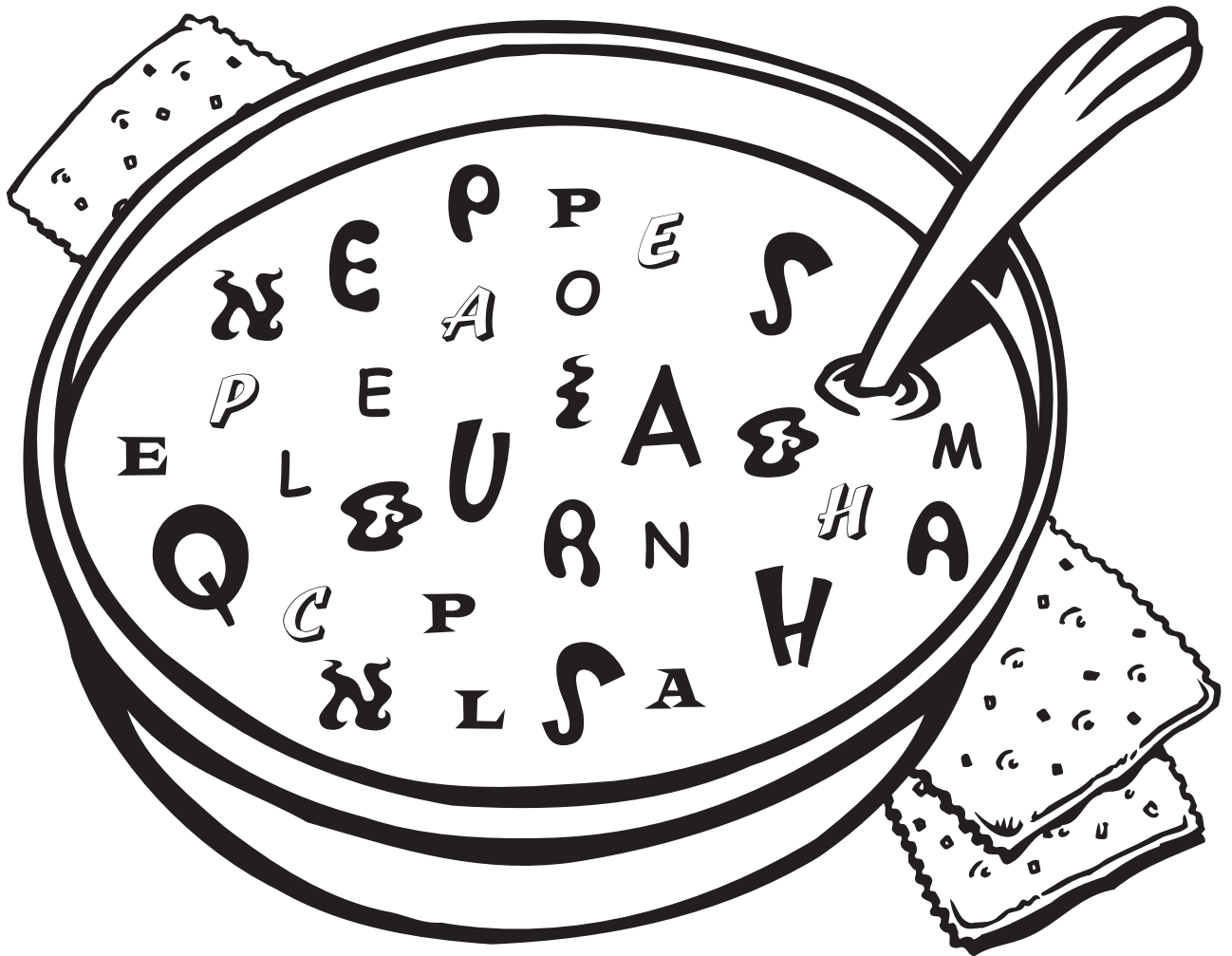
**H**



**I**

# ALPHABET SOUP

This strange soup is made from six different fruits & veggies. Find each style of letters that are the same. Unscramble them to identify the ingredients.



# SOPA DE LETRAS

Esta sopa tan extraña está hecha de cinco frutas y vegetales diferentes. Busca todos los estilos de letras que sean iguales. Ponlas en orden para identificar los ingredientes.



# Calendar of Healthy Eating and Physical Activity Events

You may wish to plan activities to celebrate the following events related to nutrition, fruits and vegetables, and physical activity. While the events below may be sponsored by for-profit companies, their inclusion is for informational purposes only and does not constitute an endorsement by the *California Children's 5 a Day—Power Play! Campaign*.

## January

- Healthy Weight Week (Healthy Weight Journal, [www.healthyweight.net](http://www.healthyweight.net) and [healthyweightnetwork.com](http://healthyweightnetwork.com))
- National Apricot Day-January 9th (Apricot Producers of California, [www.apricotproducers.com](http://www.apricotproducers.com))
- National Fiber Focus Month
- National Fresh Squeezed Orange Juice Week (Florida Department of Citrus, [www.floridajuce.com](http://www.floridajuce.com))
- National Prune Breakfast Month (California Prune Board, [www.californiadriedplums.org](http://www.californiadriedplums.org))
- National Soup Month

## February

- American Heart Month (American Heart Association, [www.americanheart.org](http://www.americanheart.org))
- California Kiwifruit Day-February 2nd ([www.kiwifruit.org](http://www.kiwifruit.org))
- National Canned Food Month (Canned Food Alliance, [www.mealtime.org](http://www.mealtime.org))
- National Cherry Month (Cherry Marketing Institute, [www.cherrymkt.org](http://www.cherrymkt.org))
- National Girls and Women in Sports Day (Women's Sports Foundation, [www.womenssportsfoundation.org](http://www.womenssportsfoundation.org))
- National Grapefruit Month (Texas Sweet Citrus Marketing, [www.texasweet.com](http://www.texasweet.com))
- Potato Lover's Month (National Potato Promotion Board, [www.healthypotato.com](http://www.healthypotato.com) and [www.uspotatos.com](http://www.uspotatos.com))
- Pride in Food Service Week (Dietary Managers Association, [www.dmaonline.org](http://www.dmaonline.org))

## March

- Johnny Appleseed Day-March 11th (also celebrated on September 26th)
- National Agriculture Day-1st day of spring (Agricultural Council of America, [www.agday.org](http://www.agday.org))
- National Artichoke Hearts Day-March 16th (California Artichoke Advisory Board, [www.artichokes.org](http://www.artichokes.org))
- National Frozen Food Month (National Frozen & Refrigerated Foods Association, [www.nfraweb.org](http://www.nfraweb.org) and [www.easyhomemeals.com](http://www.easyhomemeals.com))
- National Nutrition Month (American Dietetic Association, [www.eatright.org](http://www.eatright.org))
- National Oranges and Lemons Day-March 31st
- National School Breakfast Week (School Nutrition Association, formerly American School Food Service Association, [www.asfsa.org](http://www.asfsa.org))
- Peach Blossom Day-March 3rd

## April

- Fresh Florida Tomato Month (Florida Tomato Committee, [www.floridatomatoes.org](http://www.floridatomatoes.org); California Tomato Commission, [www.tomato.org](http://www.tomato.org))
- Golfers Day-April 10th (American Junior Golf Association, [www.ajga.org](http://www.ajga.org))
- National Cancer Control Month (American Cancer Society, [www.cancer.org](http://www.cancer.org))
- National Garden Month (National Gardening Association, [www.garden.org](http://www.garden.org))
- National Public Health Week-1st full week of the month (American Public Health Association, [www.apha.org](http://www.apha.org))
- National TV-Turnoff Week-3rd full week of the month (TV Turnoff Network, [www.tvturnoff.org](http://www.tvturnoff.org))
- National Youth Sports Safety Month (National Youth Sports Safety Foundation, [www.nyssf.org](http://www.nyssf.org))
- Spring Into Health (American Cancer Society, California Division, [www.cancer.org](http://www.cancer.org))



- Walk America (March of Dimes, [www.modimes.org](http://www.modimes.org))
- World Health Day (World Health Organization, [www.who.int](http://www.who.int))
- YMCA Healthy Kids Day (YMCA of the USA, [www.ymca.net](http://www.ymca.net))

## May

- All Children Exercise Simultaneously-1st Wednesday in May at 10:00 a.m. local time (Project ACES, [www.projectaces.com](http://www.projectaces.com))
- Food Allergy Awareness Week (Food Allergy & Anaphylaxis Network, [www.foodallergy.org](http://www.foodallergy.org))
- National Asparagus Month (Michigan Asparagus Advisory Board, [www.asparagus.org](http://www.asparagus.org))
- National Bike Month (League of American Bicyclists, [www.bikeleague.org](http://www.bikeleague.org))
- National Safe Drinking Water Week-1st full week of the month (U.S. Environmental Protection Agency, [www.epa.gov/safewater](http://www.epa.gov/safewater))
- National Employee Health & Fitness Day-3rd Wednesday in May (National Association for Health & Fitness, [www.physicalfitness.org](http://www.physicalfitness.org))
- National Physical Education and Sports Week (American Alliance for Health, Physical Education, Recreation, and Dance, [www.aahperd.org](http://www.aahperd.org))
- National Physical Fitness and Sports Month (President's Council on Physical Fitness and Sports, [www.fitness.gov](http://www.fitness.gov))
- National Raisin Week (California Raisins, [www.raisins.org](http://www.raisins.org))
- National Running and Fitness Week (American Running Association, [www.americanrunning.org](http://www.americanrunning.org))
- National School Nurses Day (National Association of School Nurses, [www.nasn.org](http://www.nasn.org))
- National Strawberry Month (California Strawberry Advisory Board, [www.calstrawberry.com](http://www.calstrawberry.com))
- Teacher Appreciation Month-Tuesday of the first full week (National Education Association, [www.nea.org](http://www.nea.org))
- National Salad Month (California Lettuce Research Board, [www.calettuceresearchboard.org](http://www.calettuceresearchboard.org))

## June

- Eat Your Veggies Day-June 17th
- National Fresh Cherry Week (Northwest Cherry Institute, [www.nwcherries.com](http://www.nwcherries.com))
- National Fresh Fruits and Vegetables Month (United Fresh Fruit and Vegetable Association, [www.uffva.org](http://www.uffva.org))
- National Men's Health Week ([www.menshealthweek.org](http://www.menshealthweek.org))
- National Papaya Month-also celebrated in September (Jamaica Papaya Growers Association, [www.exportjamaica.org/papaya](http://www.exportjamaica.org/papaya))
- Stand for Children Day (Stand for Children, [www.stand.org](http://www.stand.org))

## July

- July Belongs to Blueberries Month (North American Blueberry Council, [www.blueberry.org](http://www.blueberry.org))
- National Golf Month
- National Peach Month-also celebrated in August
- National Salad Week-4th week in July
- National Tennis Month
- National Tug of War Tournament Day
- Therapeutic Recreation Week (National Recreation and Parks Association, [www.activeparks.org](http://www.activeparks.org))

## August

- Farmers' Market Week (Agriculture Marketing Service at the USDA, [www.ams.usda.gov/farmersmarkets](http://www.ams.usda.gov/farmersmarkets))
- National Kids Day-1st Sunday of the month ([www.kidsday.net](http://www.kidsday.net))
- National Sports Day-August 1st
- National Watermelon Day

## September

- Family Health and Fitness Days USA-last Saturday in September (Health Information Resource Center, [www.fitnessday.com/family](http://www.fitnessday.com/family))
- National Apple Month-celebrated September to November (U.S. Apple Association, [www.usapple.org](http://www.usapple.org); Washington Apple Educational Foundation, [www.waef.org](http://www.waef.org))
- **National 5 A Day Month (National Cancer Institute, [www.5aday.gov](http://www.5aday.gov))**
- National Food Safety Education Month (Government Food Safety Information, [www.foodsafety.gov](http://www.foodsafety.gov) and National Restaurant Association Educational Foundation, [www.nraef.org](http://www.nraef.org))
- National Mushroom Month (Mushroom Council, [www.mushroomcouncil.com](http://www.mushroomcouncil.com))
- National Papaya Month-also celebrated in June (Jamaica Papaya Growers Association, [www.exportjamaica.org/papaya](http://www.exportjamaica.org/papaya))
- World Heart Day ([www.worldheartday.com](http://www.worldheartday.com))

## October

- Child Health Month (American Academy of Pediatrics, [www.aap.org/advocacy](http://www.aap.org/advocacy))
- Healthy Choice American Heart Walk (American Heart Association, [www.americanheart.org](http://www.americanheart.org))
- Health Literacy Month ([www.healthliteracymonth.com](http://www.healthliteracymonth.com))
- Healthy Lung Month (American Lung Association, [www.lungusa.org](http://www.lungusa.org))
- National 4-H Week (National 4-H Council, [www.4-h.org](http://www.4-h.org))
- National Apple Month-celebrated September to November (U.S. Apple Association, [www.usapple.org](http://www.usapple.org); Washington Apple Educational Foundation, [www.waef.org](http://www.waef.org))
- National Child Health Day (American Health Foundation, [www.ahf.org](http://www.ahf.org) and Maternal and Child Health Bureau, [www.mchb.hrsa.gov](http://www.mchb.hrsa.gov))
- National Cranberry Month (Cranberry Marketing Committee, [www.usacranberries.com](http://www.usacranberries.com))

- National Family Health Month (American Academy of Family Physicians, [www.aafp.org](http://www.aafp.org))
- National Health Education Week (National Center for Health Education, [www.nche.org](http://www.nche.org))
- National Noisy Munching Day-October 5th
- National Pickled Pepper Month
- National Roller Skating Month (International Roller Skating Association, [www.rollerskating.com](http://www.rollerskating.com))
- National School Lunch Week (School Nutrition Association, formerly American School Food Service Association, [www.asfsa.org](http://www.asfsa.org))
- National Spinach Lovers Month
- Vegetarian Awareness Month
- Walk to School Day ([www.walktoschool-usa.org](http://www.walktoschool-usa.org) and [www.cawalktoschool.com](http://www.cawalktoschool.com))
- World Food Day (National Committee for World Food Day, Food and Agriculture Organization of the United Nations, [www.fao.org](http://www.fao.org))
- World Teachers Day-October 5th

## November

- National Allied Health Week (Association of Schools of Allied Health Professionals, [www.asahp.org](http://www.asahp.org))
- National Clean Out Your Refrigerator Day-November 15th
- National Diabetes Month (American Diabetes Association, [www.diabetes.org](http://www.diabetes.org))
- National Fig Week (California Fig Advisory Board, [www.californiafigs.com](http://www.californiafigs.com))
- National Split Pea Soup Month (USA Dry Pea & Lentil Council, [www.pea-lentil.com](http://www.pea-lentil.com))

## December

- National Hand Washing Awareness Week ([www.henrythehand.com](http://www.henrythehand.com))
- National Stress Free Family Holiday Month

# Organizations and Web Sites Related to Nutrition and Physical Activity

## Governmental Agencies and Programs

### Action for Healthy Kids

One Massachusetts Avenue, NW  
Suite 800  
Washington, DC 20001  
[www.actionforhealthykids.org](http://www.actionforhealthykids.org)

### After School Physical Activity

(free materials and activities)  
San Diego County Office of Education  
6401 Linda Vista Road  
San Diego, CA 92111-7399  
Phone: 858-292-3500  
[www.afterschoolpa.com](http://www.afterschoolpa.com)

### California Department of Education

*Nutrition Services Division*  
560 J Street  
Sacramento, CA 95814  
Phone: 800-952-5609  
Fax: 916-445-4842  
[www.cde.ca.gov/ls/ns](http://www.cde.ca.gov/ls/ns)

*SHAPE California (Shaping Health as Partners in Education)*  
Nutrition Services Division  
[www.cde.ca.gov/ls/nu/he/shape.asp](http://www.cde.ca.gov/ls/nu/he/shape.asp)

*Bureau of Publications, Sales Unit*  
1430 N Street  
Sacramento, CA 95814  
Phone: 916-319-0800  
[www.cde.ca.gov/re](http://www.cde.ca.gov/re)

### California Department of Food and Agriculture

Office of Public Affairs  
1220 N Street  
Sacramento, CA 95814  
Phone: 916-654-0462  
[www.cdffa.ca.gov](http://www.cdffa.ca.gov)

### California Department of Health Services

*California 5 a Day Campaign and California Nutrition Network for Healthy, Active Families*  
California Department of Health Services  
Cancer Prevention and Nutrition Section  
P.O. Box 997413, MS 7204  
Sacramento, CA 95899-7143  
Phone: 888-EAT-FIVE  
[www.ca5aday.com](http://www.ca5aday.com)

*California Project LEAN (Leaders Encouraging Activity and Nutrition)*  
California Department of Health Services  
P.O. Box 997413, MS 7211  
Sacramento, CA 95899-7413  
Phone: 916-552-9907  
Fax: 916-552-9909  
[www.californiaprojectlean.org](http://www.californiaprojectlean.org) and  
[www.CaProjectLEAN.org](http://www.CaProjectLEAN.org)

*California Safe Routes to School Initiative*

Phone: 916-552-9939  
[www.dhs.ca.gov/epic/Sr2s](http://www.dhs.ca.gov/epic/Sr2s)

### California Healthy Kids Resource Center

313 W. Winton Ave.  
Hayward, CA 94544  
Phone: 510-670-4581 or 670-4583  
Fax: 510-670-4582  
[www.californiahealthykids.org](http://www.californiahealthykids.org)

### Centers for Disease Control and Prevention

*Division of Nutrition & Physical Activity*  
*National Center for Chronic Disease Prevention and Health Promotion*  
4770 Buford Highway, NE, MS/K-24  
Atlanta, GA 30341-3717  
Phone: 770-488-5820  
Fax: 770-488-5473  
[www.cdc.gov/nccdphp/dnpa](http://www.cdc.gov/nccdphp/dnpa)

*Division of Adolescent and School Health (DASH)*  
[www.cdc.gov/healthyYouth/index.htm](http://www.cdc.gov/healthyYouth/index.htm)

*"VERB" Youth Media Campaign*  
(promoting physical & pro-social activity)  
[www.cdc.gov/youthcampaign](http://www.cdc.gov/youthcampaign)

*BAM! Body and Mind*  
(for children ages 9-13)  
[www.bam.gov](http://www.bam.gov)

### FoodSafety.gov

Gateway to Government Food Safety Information  
[www.foodsafety.gov](http://www.foodsafety.gov)

### National Cancer Institute

*Division of Cancer Control and Population Sciences*  
National Cancer Institute  
6130 Executive Boulevard  
Executive Plaza North, Room 4055C  
Bethesda, MD 20892  
Phone: 301-496-8520  
Fax: 301-480-2087  
[www.5aday.gov](http://www.5aday.gov)

### Nutrition.gov

Provides access to all online federal government information on nutrition, healthy eating, physical activity and food safety.  
[www.nutrition.gov](http://www.nutrition.gov)

### President's Council on Physical Fitness and Sports

Dept. W  
200 Independence Avenue SW  
Room 738-H  
Washington, DC 20201-0004  
Phone: 202-690-9000  
Email: [pcpfs@osophs.dhhs.gov](mailto:pcpfs@osophs.dhhs.gov)  
[www.fitness.gov](http://www.fitness.gov)

### United States Department of Agriculture

*Team Nutrition*  
3101 Park Center Drive, Room 632  
Alexandria, VA 22302  
Phone: 703-305-1624  
Email: [teamnutrition@fns.usda.gov](mailto:teamnutrition@fns.usda.gov)  
[www.fns.usda.gov/tn](http://www.fns.usda.gov/tn)

*Center for Nutrition Policy and Promotion*  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302-1594  
[www.usda.gov/cnpp](http://www.usda.gov/cnpp)  
[www.mypyramid.gov](http://www.mypyramid.gov)

*Food and Nutrition Information Center*  
*Agricultural Research Service, USDA*  
National Agricultural Library, Room 105  
10301 Baltimore Avenue  
Beltsville, MD 20705-2351  
Phone: 301-504-5719  
[www.nal.usda.gov/fnic](http://www.nal.usda.gov/fnic)

## **Growers' Associations and Commissions**

### **American Mushroom Institute**

1 Massachusetts Avenue, NW, Suite 800  
Washington, DC 20001  
Phone: 202-842-4344  
[www.americanmushroom.org](http://www.americanmushroom.org)

### **Apricot Producers of California**

P.O. Box 974  
Turlock, CA 95381  
Phone: 209-632-9777  
[www.apricotproducers.com](http://www.apricotproducers.com)

### **Ark-La-Tex Blueberry Growers Association**

10268 FM 314  
Edom, TX 75756  
Phone: 903-852-6175  
[www.bestberry.org](http://www.bestberry.org)

### **California Apple Commission**

4974 East Clinton Way, Suite 125  
Fresno, CA 93727  
Phone: 559-456-0900  
[www.calapple.org](http://www.calapple.org)

### **California Artichoke Advisory Board**

P.O. Box 747, 10719 Merritt Street  
Castroville, CA 95012  
Phone: 831-633-4411  
[www.artichokes.org](http://www.artichokes.org)

### **California Asparagus Commission**

311 E Main Street, Suite 204  
Stockton, CA 95202  
Phone: 209-474-7581  
[www.calasparagus.com](http://www.calasparagus.com)

### **California Avocado Commission**

38 Discovery, Suite 150  
Irvine, CA 92615  
Phone: 949-341-1955  
[www.avocado.org](http://www.avocado.org)

### **California Certified Organic Farmers**

1115 Mission Street  
Santa Cruz, CA 95060  
Phone: 831-423-2263  
Toll Free: 800-423-2263  
[www.ccof.org](http://www.ccof.org)

### **California Cling Peach Board**

531-D North Alta Avenue  
Dinuba, CA 93618  
Phone: 559-595-1425  
[www.calclingpeach.com](http://www.calclingpeach.com)

### **California Date Administration Committee**

P.O. Box 1736  
Indio, CA 92201  
Phone: 760-347-4510  
[www.datesaregreat.com](http://www.datesaregreat.com)

### **California Dried Plum Board**

P.O. Box 348180  
Sacramento, CA 95834  
Phone: 916-565-6232  
[www.californiadriedplums.org](http://www.californiadriedplums.org)

### **California Federation of Certified Farmers' Markets**

P.O. Box 1813  
Davis, CA 95616  
Phone: 530-753-9999  
[www.cafarmersmarkets.com](http://www.cafarmersmarkets.com)

### **California Fig Advisory Board**

7395 N Palm Bluffs, Suite 106  
Fresno, CA 93711  
Phone: 559-440-5400  
[www.californiafigs.com](http://www.californiafigs.com)

### **California Fresh Apricot Council**

19 Sherwood Court  
San Francisco, CA 94127  
Phone: 415-584-4063  
[www.califapricot.com](http://www.califapricot.com)

### **California Fresh Carrot Advisory Board**

531-D North Alta Avenue  
Dinuba, CA 93618  
Phone: 559-591-5675

### **California Kiwifruit Commission**

9845 Horn Road, Suite 160  
Sacramento, CA 95827  
Phone: 916-362-7490  
[www.kiwifruit.org](http://www.kiwifruit.org)

### **California Pear Advisory Board**

1521 "I" Street  
Sacramento, CA 95814  
Phone: 916-441-0432  
[www.calpear.com](http://www.calpear.com)

### **California Raisin Marketing Board**

3445 North First Street, Suite 101  
Fresno, CA 93726  
Phone: 559-248-0287  
[www.calraisins.org](http://www.calraisins.org)

### **California Rare Fruit Growers, Inc.**

The Fullerton Arboretum, CSUF  
ATTN: CA Rare Fruit Growers, Inc.  
P.O. Box 6850  
Fullerton, CA 92834-6850  
E-mail: [info@crfg.org](mailto:info@crfg.org)  
[www.crfg.org](http://www.crfg.org)

### **California Strawberry Advisory Board**

P.O. Box 269  
Watsonville, CA 95077  
Phone: 831-724-1301  
[www.calstrawberry.com](http://www.calstrawberry.com)

### **California Table Grape Commission**

P.O. Box 27320  
Fresno, CA 93729-7320  
Phone: 559-447-8350  
[www.tablegrape.com](http://www.tablegrape.com)

### **California Tomato Board**

1625 E. Shaw Avenue, Suite 122  
Fresno, CA 93710  
Phone: 559-230-0116  
[www.tomato.org](http://www.tomato.org)

### **California Tree Fruit Agreement**

P.O. Box 968  
Reedley, CA 93654-0968  
Phone: 559-638-8260  
[www.caltreefruit.com](http://www.caltreefruit.com)  
and [www.eatcaliforniafruit.com](http://www.eatcaliforniafruit.com)

### **Cherry Marketing Institute**

P.O. Box 30285  
Lansing, MI 48909  
[www.cherrymkt.org](http://www.cherrymkt.org)

### **Dairy Council of California**

1101 National Drive, Suite B  
Sacramento, CA 95834  
Phone: 888-868-3133  
[www.dairycouncilofca.org](http://www.dairycouncilofca.org)

### **Florida Department of Citrus**

P.O. Box 148  
Lakeland, FL 33802-0148  
[www.floridajuice.com](http://www.floridajuice.com)

### **Fresh Produce & Floral Council**

6301 Beach Blvd., Suite 150  
Buena Park, CA 90621  
Phone: 714-739-0177  
[www.fpfcc.org](http://www.fpfcc.org)

**Georgia Department of Agriculture**

19 Martin Luther King Jr. Dr. S.W.  
Atlanta, GA 30334  
Phone: 404-656-3685  
www.agr.state.ga.us

**International Banana Association**

1901 Pennsylvania Ave NW, Suite 1100  
Washington, DC 20006  
Email: info@eatmorebananas.com  
www.eatmorebananas.com

**Leafy Greens Council**

33 Pheasant Lane  
St. Paul, MN 55127  
Phone: 651-484-3321  
www.leafy-greens.org

**Mushroom Council**

11501 Dublin Blvd. Suite 200  
Dublin, CA 94568  
Phone: 925-556-2749  
www.mushroomcouncil.com

**National Onion Association**

822 7th Street, Suite 510  
Greely, CO 80631  
Phone: 970-353-5895  
www.onions-usa.org

**National Watermelon Promotion Board**

P.O. Box 140065  
Orlando, FL 32814-0065  
Phone: 407-657-0261  
www.watermelon.org

**North Carolina Sweetpotato Commission**

1327 North Bright Leaf Blvd., Suite H  
Smithfield, NC 27577  
Phone: 919-989-7323  
www.ncsweetpotatoes.com

**Pear Bureau Institute**

4382 SE International Way, Suite 203  
Milwaukie, OR 97222  
Phone: 503-652-9720  
www.usapears.com

**Produce Marketing Association**

P.O. Box 6036  
Newark, DE 19714-6036  
www.aboutproduce.com  
and www.pma.com

**Sweet Potato Council of California**

P.O. Box 366  
Livingston, CA 95334  
www.cayam.com

**Washington Apple Commission**

2900 Euclid Ave  
P.O. Box 18  
Wenatchee, WA 98807  
Phone: 509-663-9600  
www.bestapples.com

**Washington Apple Education Foundation**

P.O. Box 3720  
Wenatchee, WA 98807  
Phone: 509-663-7713  
www.waef.org

**Washington Red Raspberry Commission**

1796 Front St.  
Lynden, WA 98264  
Phone: 360-354-8767  
www.red-raspberry.org

**Washington State Potato Commission**

108 Interlake Road  
Moses Lake, WA 98837  
Phone: 509-765-8845  
www.potatoes.com

**Wild Blueberry Association of North America**

59 Cottage Street  
P.O. Box 180  
Bar Harbor, ME 04469  
Phone: 800-899-3459  
www.wildblueberries.com

**Health Advocacy Organizations and Foundations****American Association for the Child's Right to Play**

240 Hofstra University  
Hempstead, NY 11548  
Phone: 516-463-5176  
www.ipausa.org

**American Cancer Society**

Check telephone listings for local chapter  
Phone: 800-ACS-2345  
www.cancer.org

**American Community Gardening Association**

ACGA c/o Council on the Environment of NY City  
51 Chambers Street, Suite 228  
New York, NY 10007  
Phone: 877-ASK-ACGA  
www.communitygarden.org

**American Diabetes Association**

National Call Center  
1701 North Beauregard Street  
Alexandria, VA 22311  
Phone: 800-342-2383  
www.diabetes.org

**American Heart Association**

Check telephone listings for local chapter  
Phone: 800-AHA-USA-1  
www.americanheart.org and  
www.justmove.org

**American School Health Association**

P.O. Box 708  
Kent, OH 44240  
Phone: 330-678-1601  
www.ashaweb.org

**Bright Futures**

Georgetown University  
Box 571272  
Washington, DC 20057-1272  
Phone: 202-784-9556  
Fax: 202-784-9777  
E-mail: Brightfutures@ncemch.org  
www.brightfutures.org

**California Adolescent Nutrition and Fitness Program**

2140 Shattuck Avenue, Suite 610  
Berkeley, CA 94704  
Phone: 510-644-1535  
www.canfit.org

**California Association for Health, Physical Education, Recreation, and Dance**

1501 El Camino Avenue, Suite 3  
Sacramento, CA 95815-2748  
Phone: 800-499-3596 or 916-922-3596  
www.cahperd.org and www.aahperd.org

**California Food Policy Advocates**

116 New Montgomery Street, Suite 530  
San Francisco, CA 94105  
Phone: 415-777-4422  
www.cfpa.net



**California Foundation for Agriculture in the Classroom**

2300 River Plaza Dr.  
Sacramento, CA 95833-3293  
Phone: 916-561-5625  
www.cfaitc.org

**California Park and Recreation Society**

7971 Freeport Blvd.  
Sacramento, CA 95832-9701  
Phone: 916-665-2777  
www.cprs.org

**California School Food Service Association**

1804 W. Burbank Blvd.  
Burbank, CA 91506  
Phone: 818-842-3040  
www.csfsa.org

**The Center for Health and Health Care in Schools**

1350 Connecticut Ave., Suite 505  
Washington, DC 20036  
Phone: 202-466-3396  
Fax: 202-466-3467  
www.healthinschools.org

**Center for Health Improvement**

1330 21st Street, Suite 100  
Sacramento, CA 95814  
Phone: 916-930-9200  
www.healthpolicycoach.org

**Center for Science in the Public Interest**

1875 Connecticut Ave., N.W., Suite 300  
Washington, DC 20009  
Phone: 202-332-9110  
E-mail: csipi@cspinet.org  
www.cspinet.org or www.smart-mouth.org  
(children's site)

**School Nutrition Association**

(formerly American School Food Service Association)  
700 South Washington Street, Suite 300  
Alexandria, VA 22314  
Phone: 703-739-3900  
www.asfsa.org

**Sports, Play, and Active Recreation for Kids (SPARK)**

438 Camino Del Rio South, Suite 110  
San Diego, CA 92108  
Phone: (800) SPARK PE  
Fax: (619) 293-7992  
E-mail: spark@sparkpe.org  
www.sparkpe.org

**Society for Nutrition Education**

7150 Winton Drive, Suite 300  
Indianapolis, IN 46260  
Phone: 800-235-6690  
www.sne.org

**Strategic Alliance for Healthy Food and Activity Environments**

c/o Prevention Institute  
265 29th Street  
Oakland, CA 94611  
Phone: 510-444-7738  
www.preventioninstitute.org/sa

**Food Industry and Marketing Groups**

The list below includes for-profit organizations. Their inclusion in this list is for informational purposes only and does not constitute an endorsement by the *California Children's 5 a Day—Power Play! Campaign*.

**American Frozen Food Institute**

2000 Corporate Ridge, Suite 1000  
McLean, VA 22102  
Phone: 703-821-0770  
www.affi.com

**Dole Food Company, Inc.**

One Dole Drive  
Westlake Village, CA 91362  
Phone: 800-232-8888  
www.dole5aday.com and www.dole.com

**Food Marketing Institute**

655 15th Street, NW  
Washington, DC 20006  
Phone: 202-452-8444  
www.fmi.org

**General Mills Foundation**

(offers grants to non-profit organizations for youth nutrition and fitness programs)  
P.O. Box 9452  
Minneapolis, MN 55440  
Phone: 800-328-1144  
www.generalmills.com/corporate/commitment/community

**Mann Packing Company, Inc.**

P.O. Box 690  
Salinas, CA 93902  
Phone: 800-285-1002  
www.broccoli.com

**Melissa's/World Variety Produce**

P.O. Box 2117  
Los Angeles, CA 90021  
Phone: 800-588-0151  
www.melissas.com

**Monterey Mushroom, Inc.**

260 Westgate Drive  
Watsonville, CA 95076  
Phone: 800-333-MUSH  
www.montmush.com

**National Frozen & Refrigerated Foods Association**

P.O. Box 6069  
Harrisburg, PA 17112  
Phone: 717-657-8601  
www.nfraweb.org

**Ocean Spray Cranberries, Inc.**

One Ocean Spray Drive  
Lakeville-Middleboro, MA 02349  
Phone: 508-946-1000  
www.oceanspray.com

**Pfyffer Associates Brussels Sprouts**

2611 Mission Street  
Santa Cruz, CA 95060  
Phone: 831-423-8572  
www.brussels-sprouts.com

**Produce for Better Health Foundation**

5431 Limestone Rd.  
Wilmington, DE 19808  
Phone: 302-235-2329  
www.5aday.com

**Sunkist Growers, Inc.**

P.O. Box 7888  
Van Nuys, CA 91409  
Phone: 818-986-4800  
www.sunkist.com

**Wegmans Food Markets**

www.wegmans.com/kitchen/ingredients/produce